



UNT ATHLETICS
BRAND BOOK



TABLE OF CONTENTS

INTRODUCTION

ATHLETICS MISSION	2
ATHLETICS THEMES	3
LANGUAGE	4

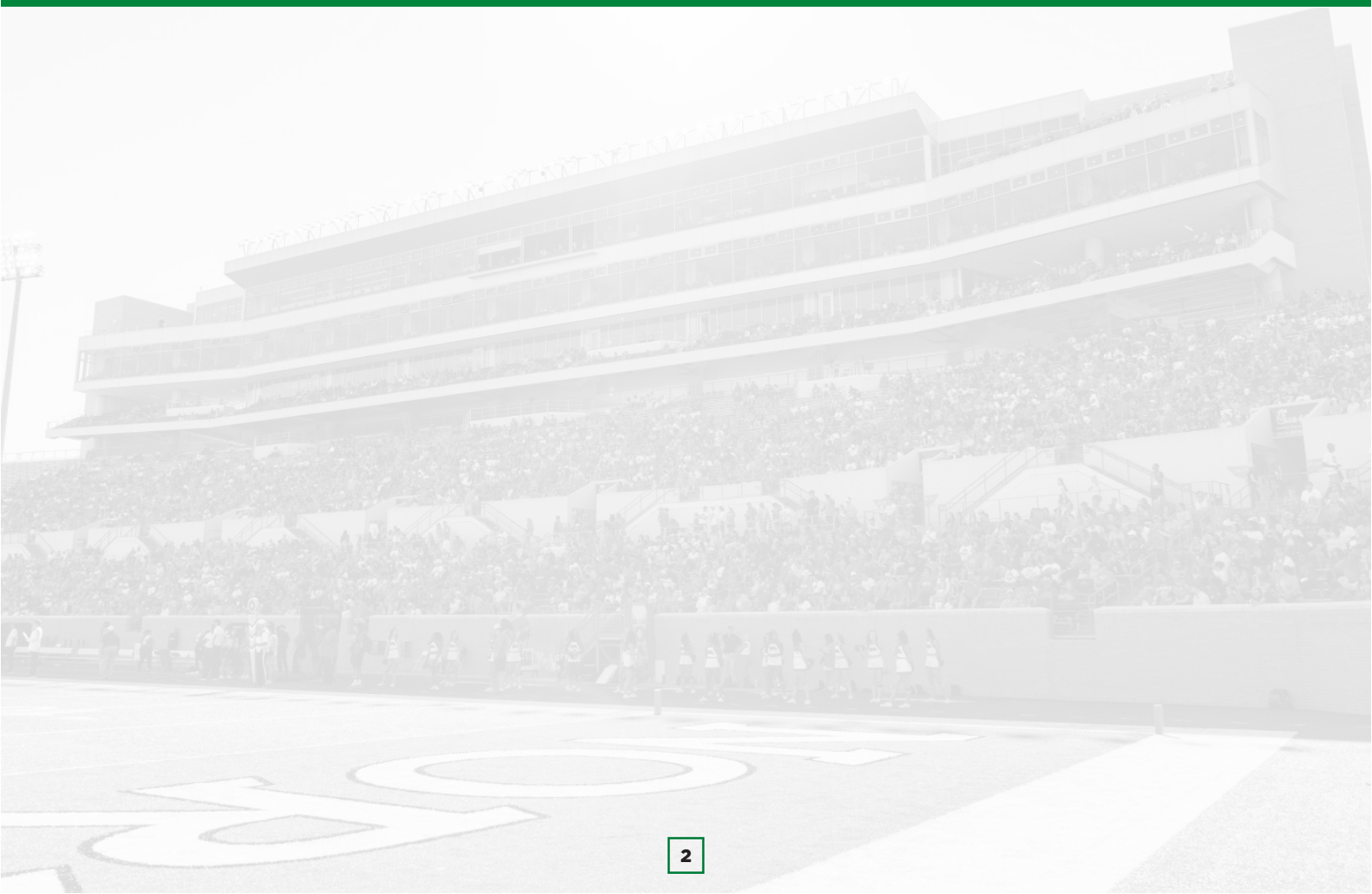
LOGOS & MARKS

PRIMARY IDENTITY	5
COLOR INFORMATION	11
COLOR PALETTE	12
SAMPLE UNIFORMS	13
TEXAS DIVING EAGLE	14
UNT BATTLE FLAG	16
UNT WORDMARKS	17
HISTORICAL LOGO VAULT	27
UNIVERSITY WORDMARKS	28
LOCKUPS	29
DISCONTINUED MARKS	30
AMERICAN ATHLETIC CONFERENCE LOGOS	31
AFFILIATE LOGOS	32
TYPEFACE	33
INTERNAL APPROVAL PROCESS	35
TRADEMARK & LICENSING PROGRAM	36



UNT ATHLETICS MISSION

BUILDING CHAMPIONS and PREPARING LEADERS through the pursuit of perfection in academics, athletics, and life.



UNT ATHLETICS THEMES

Please find below themes that can be useful in various messaging related to UNT Athletics, the transition to The American Athletic Conference, the Take Flight strategic plan and future goals.

Take Flight

We are ready for takeoff! North Texas is ready to take flight into a new conference and an exciting time for UNT and Mean Green Athletics. The department has several new initiatives, a new strategic plan, and a renewed excitement for the future. We are ready to **TAKE FLIGHT**.

Soaring to New Heights

UNT is soaring to new heights as a university, athletic department and sport programs as we transition to the American Athletic Conference.

Turn It Up

UNT is turning up all aspects of our athletics department. This theme also ties into UNT's well-known music school. It creates avenues to partner with local musicians, campus, notable alumni, etc. Turning up the excitement to a new level for UNT Athletics.

Rise Above

Rise above our competitors, rise to the challenge, and rise to the occasion! Set ourselves apart from the competition. We want to rise above and reach new heights in all areas as an athletics department.

A New Era

This is a new era for Mean Green Athletics and the University of North Texas. We will usher in a new era with exciting times for our coaches, staff, student-athletes, donors, season ticket holders, and fans!

While this phrase and theme wouldn't be used as a stand-alone saying, it can be used in messaging especially pertaining to new Vice President and Director of Athletics Jared Mosley along with new coaching staffs in several sports.

All-Together

As an athletics department, campus community, City of Denton, and all other constituent groups, we all have a part of taking UNT and Mean Green Athletics to the next level. Collective effort to partner with all these constituent groups to create special experiences and memories for all.

Fly Together

Together as a department, teams supporting teams, we will strive to advance UNT Athletics. This theme can also apply to athletics partnering with campus and the community to support each other in various endeavors.

Keep It Lit!

When UNT wins an athletic event, the university lights McConnell Tower in the heart of campus. Better known as the expression, "Light the Tower." We want to keep the tower lit with UNT victories and championships! Ideal expression for social media usage, t-shirts, giveaways, etc.

LANGUAGE

Official University Name:
UNIVERSITY OF NORTH TEXAS

“UNT”, “UNT Mean Green”, “North Texas”, “North Texas Mean Green” or “University of North Texas” are the only acceptable ways to describe teams or departments with UNT Athletics.

When Referring to Athletics:
UNT

Limited Use:	DO NOT USE:
• North Texas	• NTS
• UNT Athletics	• North Texas State
	• NT

Nickname:
MEAN GREEN

Always use Mean Green on first reference of a team nickname. Acceptable to us on subsequent references:

• Mean Green	DO NOT USE:
• Green and White	• Eagles

Mantras, Slogans, Hashtags

- **#UNT**
- **#GMG**
- **#TakeFlightUNT**
- **Light the Tower**
- **Go Mean Green**

PRIMARY IDENTITY

“UNT DIVING EAGLE” MARK — ONE COLOR — PREFERRED

The UNT Diving Eagle is the chief visual component of UNT Athletics’ overall brand integrity. Our logo has become one of the single most visible manifestations of the UNT Athletics. Reinforcement of the primary identity will build equity in the brand.

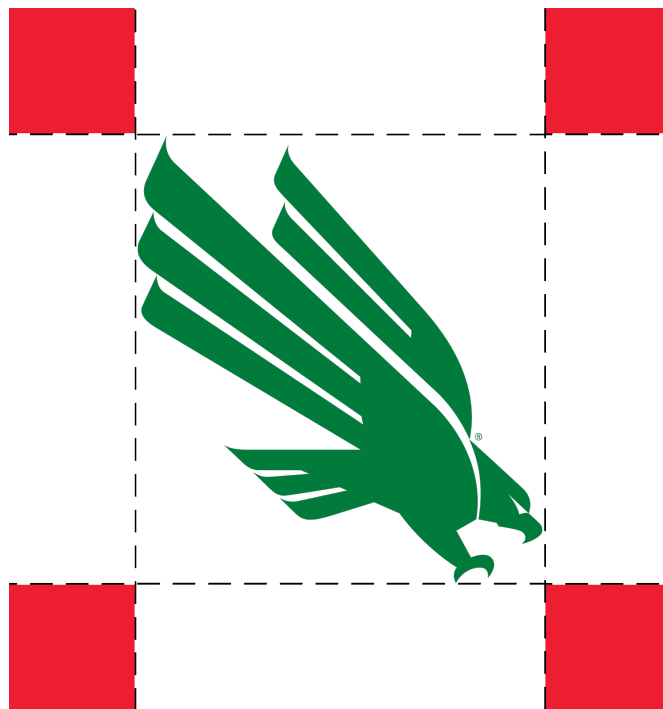
FOR ALL PURPOSES WE WILL ALWAYS USE THE DIVING EAGLE. Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. Approximately 1 inch tall is the smallest the Diving Eagle should be. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.



PRIMARY IDENTITY

“UNT DIVING EAGLE” MARK — ONE COLOR — PREFERRED

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “UNT Diving Eagle”. At least this amount of space must surround the UNT Diving Eagle in all applications.



PRIMARY IDENTITY

“UNT DIVING EAGLE” MARK — ONE COLOR — PREFERRED

The logo can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

PRIMARY IDENTITY

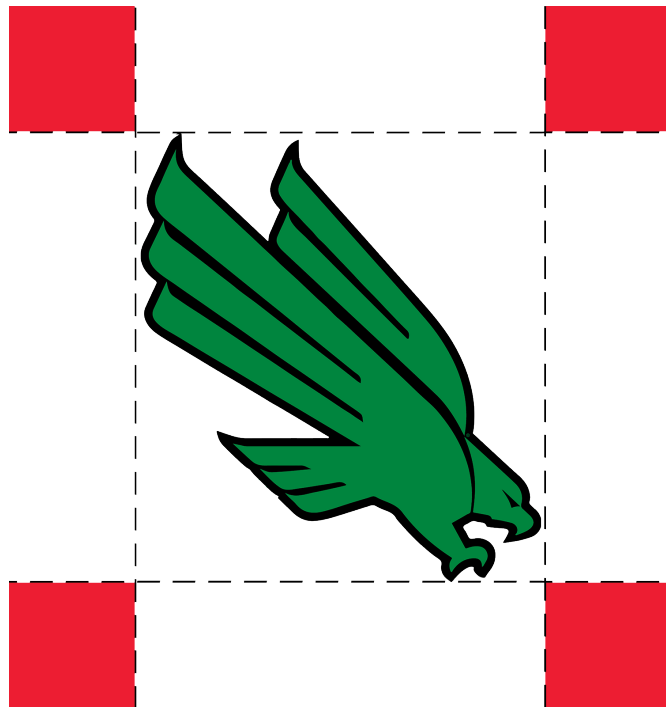
“UNT DIVING EAGLE” MARK — TWO COLOR



PRIMARY IDENTITY

“UNT DIVING EAGLE” MARK — TWO COLOR

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “UNT Diving Eagle”. At least this amount of space must surround the UNT Diving Eagle in all applications.



PRIMARY IDENTITY

“UNT DIVING EAGLE” MARK — TWO COLOR

The logo can be used in the color variations shown below.


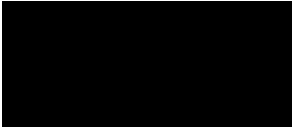




NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

COLOR INFORMATION

Our primary color is UNT green, specifically Pantone 356, for print on coated paper. For uncoated paper use Pantone 355 or the CMYK mix shown below. For Online use, the UNT hex color is #00853E. Our secondary colors are black, white and the green shades used in our theme art, PMS 354C, PMS 354, and PMS 362.

In our communications, the color we use is primarily our UNT green. However, we proudly own 'green' in general by using the full spectrum of green in our work. Any additional colors you use must complement our green and be subordinate to our brand colors. An accent palette is available to enhance our communications and complement our green.

	PMS	CMYK	RGB	HEX
	UNT GREEN PANTONE 356 C	C: 100 M: 0 Y: 100 K: 33	R: 0 G: 123 B: 60	#00853E
	BLACK	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000
	WHITE	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#FFFFFF
	FLYING WORM PANTONE 374 C	C: 30 M: 0 Y: 83 K: 0	R: 187 G: 240 B: 86	#BBF056

COLOR PALETTE

When it comes to communicating The University of North Texas Athletics brand, color is quintessential. The following color configurations show how UNT's primary and secondary colors can be expanded analogously to build harmonious color palettes and complementary pairings. Color is one of the most important elements of the UNT identity system.

PANTONE: PRIMARY PALETTE

CMYK:

RGB:

HEX:

1. UNT GREEN

PMS 356 C
100/0/100/33
0/123/60
#00853E

2. WHITE

No Ink - [Opaque White]
0/0/0/0
255/255/255
#FFFFFF

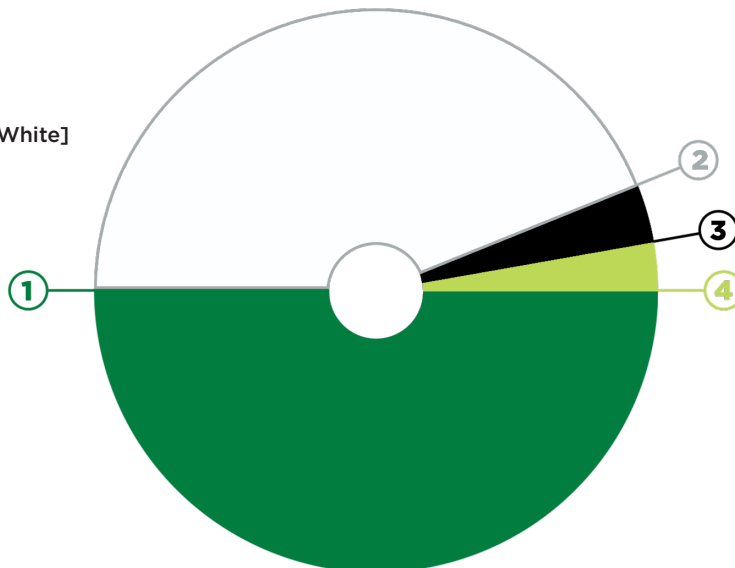
SECONDARY PALETTE

3. BLACK

PMS 355 C
0/0/0/100
0/0/0
#000000

4. FLYING WORM

PMS 374 C
30/0/83/0
187/240/86
#BBF056



SAMPLE UNIFORMS

UNT Athletics has extended its relationship with NIKE and BSN Sports, the nation's largest direct distributor of sporting goods to school and league markets and a division of Varsity Brands, to continue to provide Nike athletic gear for each of the Mean Green's 16 varsity programs.

Nike's continued investment demonstrates a commitment to UNT's growing brand. The department-wide partnership, which began in 2017, has allowed Mean Green student-athletes to maximize their performance both in-game and in practice with top-of-the-line apparel that is not only optimized for peak performance, but also features superb look and comfort.

WHITE UNIFORMS - UNT OR MEAN GREEN

GREEN UNIFORMS - UNT OR MEAN GREEN

ALTERNATE UNIFORMS (GREY OR BLACK) - COACHING STAFF DISCRETION

NAME AND NUMBER COLOR MUST MATCH!

Note: Nike stock block font is acceptable



ADDITIONAL MARKS

“TEXAS DIVING EAGLE” MARK



ADDITIONAL MARKS

“TEXAS DIVING EAGLE” — TWO COLOR / ONE COLOR

The logo can be used in the color variations shown below.



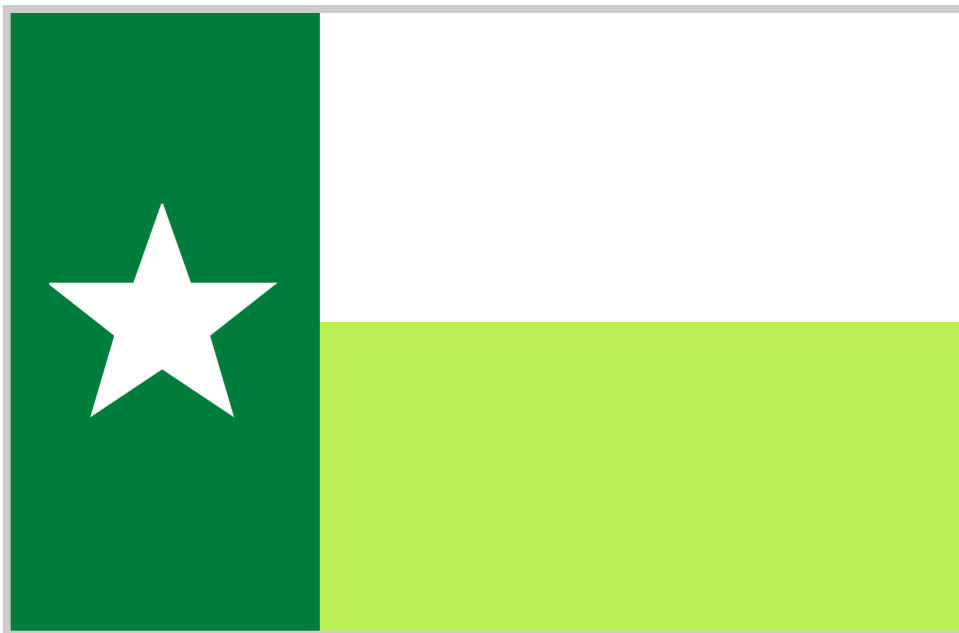
NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

ADDITIONAL MARKS

UNT BATTLE FLAG

Travelers on I-35 near Denton can't help but notice they're in Mean Green country - now that the largest-ever version of our UNT Battle Flag is flying outside UNT's athletics facilities. A university tradition for more than three decades, the 30- by 60-foot flag was raised in September on a 120-foot pole just north of the stadium. It beat out three other flag designs for the honor, garnering 61 percent of the first-place votes cast by fans online.

The UNT Battle Flag was created by Jim Hobdy ('69) while he was an employee of the UNT athletics department in 1986. As director of marketing, fundraising and promotions for athletics, he was looking for a design he could put on a podium for an alumni event at which Chancellor Alfred F. Hurley would be speaking.



WORDMARKS

UNT — ONE COLOR — PREFERRED

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “UNT Wordmark”. At least this amount of space must surround the UNT Wordmark in all applications.

The image shows the word "UNT" in a bold, dark green, sans-serif font. The letters are thick and have a slightly irregular, hand-drawn appearance. A small "TM" trademark symbol is positioned to the upper right of the letter "T".

UNT™

WORDMARKS

UNT — ONE COLOR — PREFERRED

The primary typeface can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where UNT Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of North Texas Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

WORDMARKS

UNT – TWO COLOR

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “UNT Wordmark”. At least this amount of space must surround the UNT Wordmark in all applications.

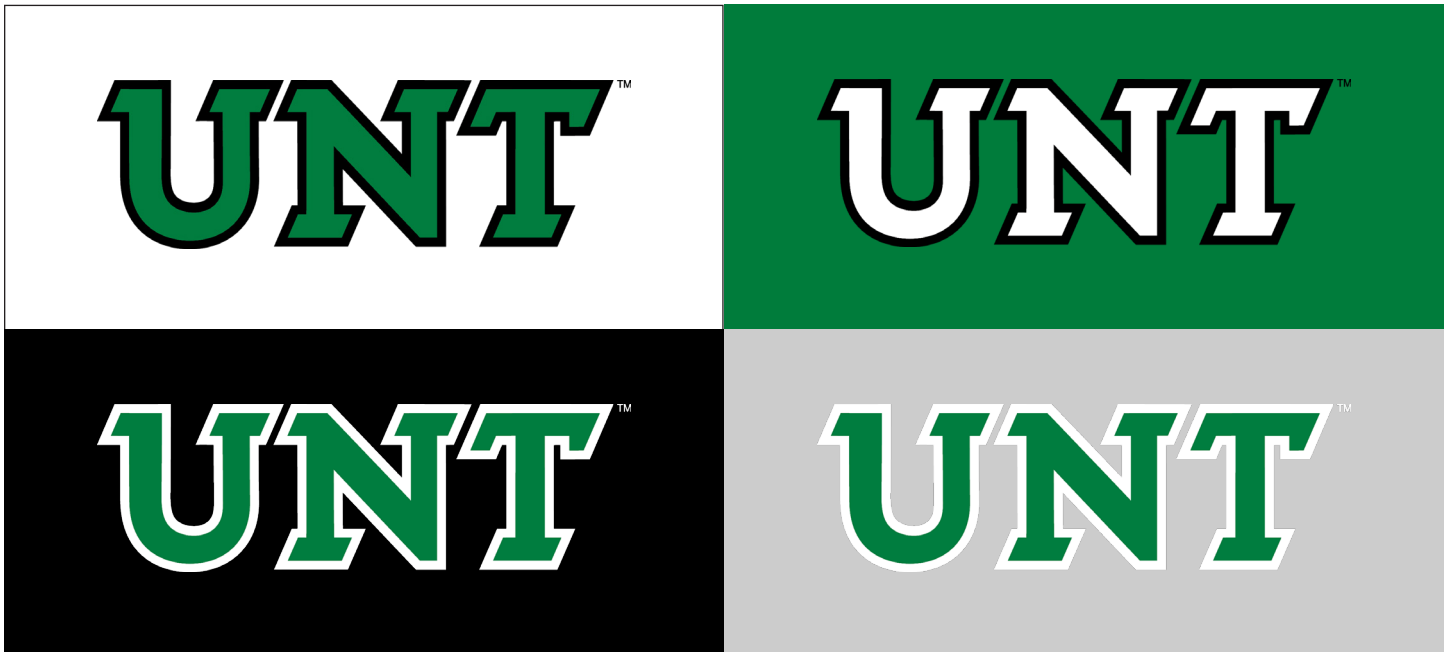
The image shows the UNT wordmark logo. The letters 'U', 'N', and 'T' are rendered in a bold, blocky, sans-serif font. Each letter is filled with a dark green color and has a thick black outline. The letters are closely spaced together. A small 'TM' trademark symbol is located to the upper right of the letter 'T'.

UNT™

WORDMARKS

UNT — TWO COLOR

The primary typeface can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where UNT Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of North Texas Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

WORDMARKS

MEAN GREEN— ONE COLOR

SINGLE LINED & DOUBLE STACKED

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “Mean Green Wordmark”. At least this amount of space must surround the Mean Green Wordmark in all applications.

MEAN GREEN™

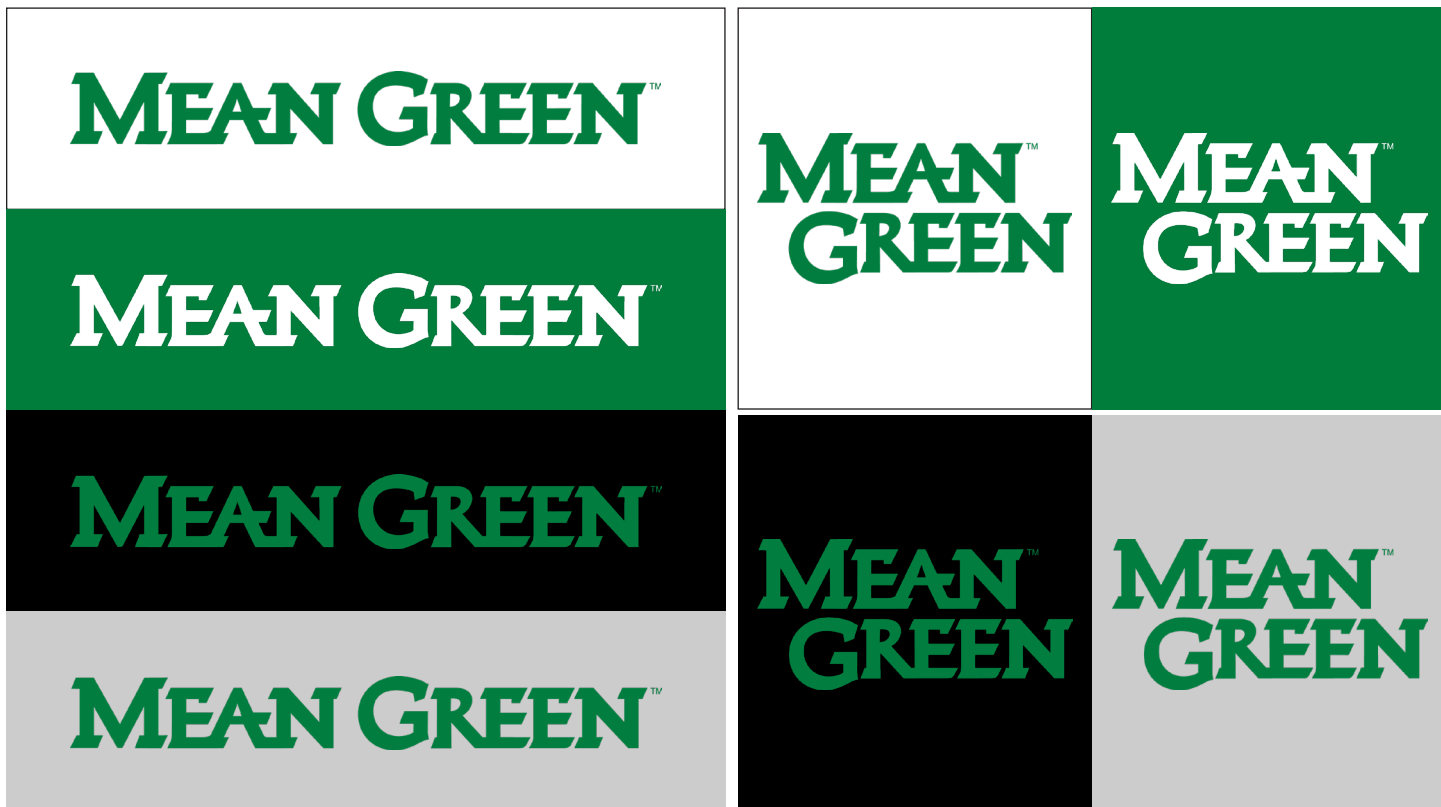
**MEAN™
GREEN**

WORDMARKS

MEAN GREEN— ONE COLOR

SINGLE LINED & DOUBLE STACKED

The primary typeface can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where UNT Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of North Texas Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

WORDMARKS

MEAN GREEN— TWO COLOR SINGLE LINED & DOUBLE STACKED

The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. The protected area around the mark is roughly equal to the triangle height of the inside of the “Mean Green Wordmark”. At least this amount of space must surround the Mean Green Wordmark in all applications.



MEAN GREEN™

The image shows the wordmark "MEAN GREEN" in a bold, stylized, green font with a black outline. The letters are slanted and have a slightly irregular, hand-drawn appearance. A small trademark symbol (TM) is located at the top right of the word "GREEN".

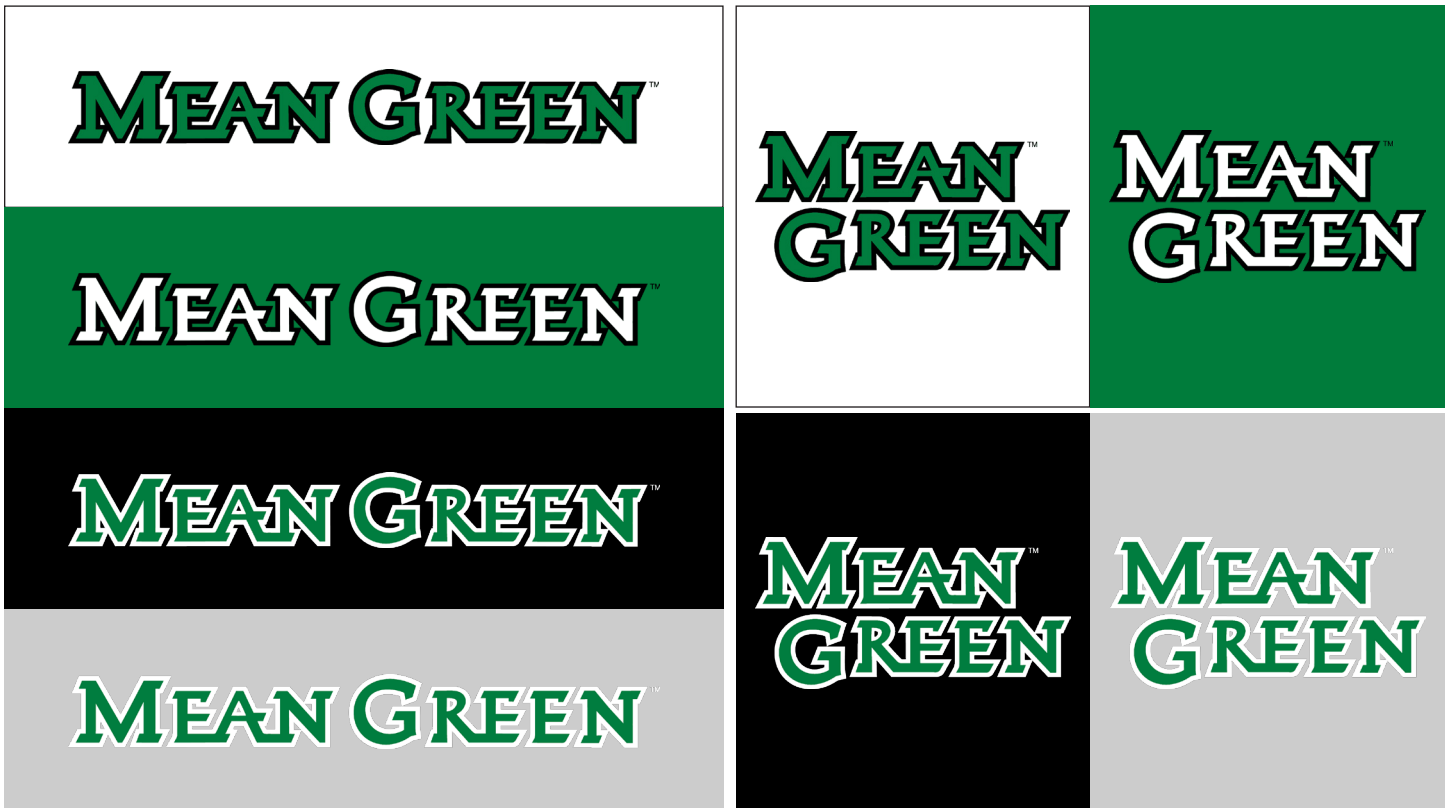
MEAN™
GREEN

The image shows the wordmark "MEAN GREEN" in a bold, stylized, green font with a black outline, arranged in two lines. The word "MEAN" is on the top line and "GREEN" is on the bottom line. A small trademark symbol (TM) is located at the top right of the word "MEAN".

WORDMARKS

MEAN GREEN— TWO COLOR SINGLE LINED & DOUBLE STACKED

The primary typeface can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where UNT Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact University of North Texas Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

SCRIPT WORDMARK

SCRIPT WORDMARK — LIMITED USE

The Mean Green Script Wordmark is **LIMITED** to usage on black or grey uniforms. Script Wordmark font represents a “throwback option” for a single uniform set and must be approved prior to usage. It can also be utilized on sideline apparel.

The script included is a tribute to the 1974-75 North Texas men’s basketball uniforms.

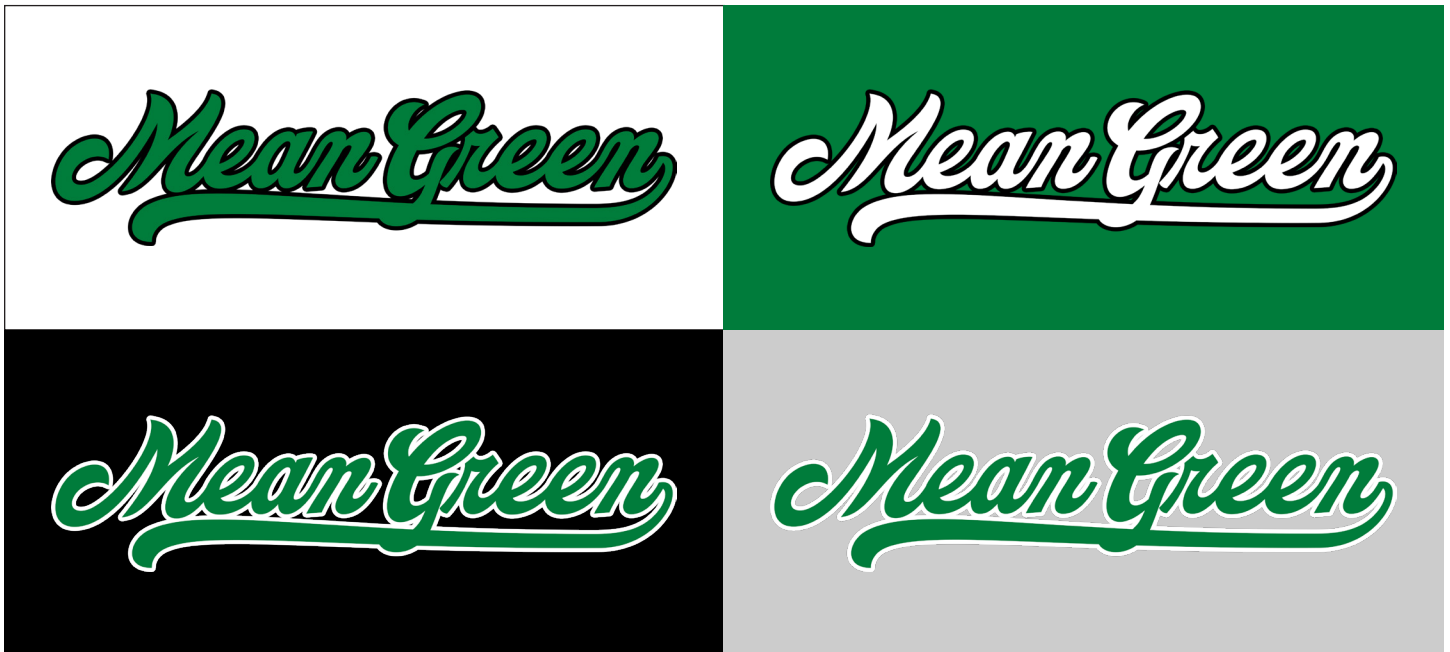
The image displays the 'Mean Green' wordmark in a stylized, cursive script. The text is rendered in a vibrant green color with a thick black outline, giving it a bold, three-dimensional appearance. The letters are fluid and interconnected, with a prominent underline that sweeps across the bottom of the wordmark.

SCRIPT WORDMARK

SCRIPT WORDMARK — LIMITED USE

The Mean Green Script Wordmark is limited to usage on black or grey uniforms. Script Wordmark font represents a “throwback option” for a single uniform set and must be approved prior to usage. It can also be utilized on sideline apparel.

The script included is a tribute to the 1974-75 North Texas men’s basketball uniforms.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

HISTORICAL LOGO VAULT

The University of North Texas has a rich tradition and heritage. Logos in the vault are available with approval for special occasions. Only use marks that will be used at retail or on uniforms.



UNIVERSITY MARKS

The most commonly discussed element of a brand identity is a mark, or logo. It communicates the brand even when it stands alone. However, the logo is not the key to a strong brand. Ensuring that all of the brand elements consistently work together — experience, brand story, visual identity, marks — builds the brand. A clear and consistent identity system is vital to building and maintaining a national reputation.

Smart brands build their reputations on their uniqueness and distinctiveness. The name “UNT” sets us apart as we are the only university in the nation that has this acronym, and as such it is our primary name and the UNT lettermark is our primary brand symbol. It must appear on every communication.

However, the UNT lettermark on its own is not our only brand mark. To ensure that the strength of the UNT brand embodies all of the unique parts of the institution, UNT uses logo lockups for our colleges, schools and divisions as well as our units and departments. These lockups are known as secondary and tertiary lettermarks.

In addition, UNT also uses our full name, University of North Texas, as a wordmark. The university’s full name must be linked to UNT in some way. Use of the wordmark is preferred, but in instances where the full name plays a lead role in the communication, the wordmark is not required.

THE UNT LETTERMARK



THE UNIVERSITY WORDMARK

UNIVERSITY OF NORTH TEXAS®



LOCKUPS: PRIMARY & SECONDARY

All primary and secondary logos can appear as specified in these guidelines. This ensures the desired consistency in logo usage that promotes effective recognition. All primary and secondary logos should be placed on a solid background and on photographs that offer sufficient contrast for the Diving Eagle legibility.

The UNT primary wordmark can be used in the following color variants:

Sport-specific wordmark lockups will follow the same colorway as the primary wordmark. The lockup will always be centered. A complete list of sport-specific wordmarks can be sent upon request. One color or two color options are available.



The secondary lockup can be used in the following variants:



DISCONTINUED MARKS

The following logos and marks are retired and should not be used without approval.



AMERICAN ATHLETIC CONFERENCE LOGOS

The American Athletic Conference (AAC), also known as the American, is an American collegiate athletic conference, featuring 14 member universities and five affiliate member universities that compete in the National Collegiate Athletic Association's (NCAA) Division I, with its football teams competing in the Football Bowl Subdivision (FBS). Member universities represent a range of private and public universities of various enrollment sizes located primarily in urban metropolitan areas in the Northeastern, Midwestern, and Southern regions of the United States.



**UNT
MEAN GREEN**



**CHARLOTTE
49ERS**



**ECU
PIRATES**



**FAU
OWLS**



**MEMPHIS
TIGERS**



**NAVY
MIDSHIPMEN**



**RICE
OWLS**



**USF
BULLS**



**SMU
MUSTANGS**



**TEMPLE
OWLS**



**UAB
BLAZERS**



**UTSA
ROADRUNNERS**



**TULANE
GREEN WAVE**



**TULSA
GOLDEN HURRICANE**



**WICHITA
SHOCKERS**

AFFILIATE LOGOS

The American Athletic Conference's logo identity highlights the sun as a powerful and iconic expression that suggests unity, strength, promise and ambition. The individual parts of the icon combine to create a unified whole and represent strength in togetherness; a foundational value at the core of the American Athletic Conference (AAC) brand.

Primary and secondary American Athletic Conference logos are below. Refer to the American Athletic Conference's brand book for a full list of logos and usage.

Please refer to the American Athletic Conference guidelines as it relates to conference logo sizing and placement for each sport uniform. Contact **Mike Villa** with any questions.



TYPEFACE

UNT SPIRIT

UNT owns the copyrighted alpha-numeric typeface called “UNT Spirit”. The letters, developed in 2005. UNT Spirit is the base for today’s UNT’s university logo that features the letters “UNT” and the only approved font to use internally.

As with any brand, the font has evolved and usage is mainly centered around the font UNT Spirit for words, specifically sports names and the words Mean Green and North Texas. UNT Spirit’s numerals have been used for many uniform designs over the years, but have been updated since.

The UNT Spirit Font is not available for external usage. Inquiries regarding usage or questions can be directed to identityguide.unt.edu

UNT SPIRIT

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

TYPEFACE

Gotham, Gotham Condensed and PF Fusion Sans Pro

Gotham, Gotham Condensed and PF Fusion Sans Pro are secondary fonts.

These fonts can be used for secondary headlines and bodies of text.

Gotham

Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Bold Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Black
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Black Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Ultra
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Ultra Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Tiempos Headline

Regular
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Regular Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Bold Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Black
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Black Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

Gotham Condensed

Light
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Book
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Medium
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

PF Fusion Sans Pro

Light
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Medium
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Heavy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Black
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Trade Gothic LT

Regular
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Regular Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

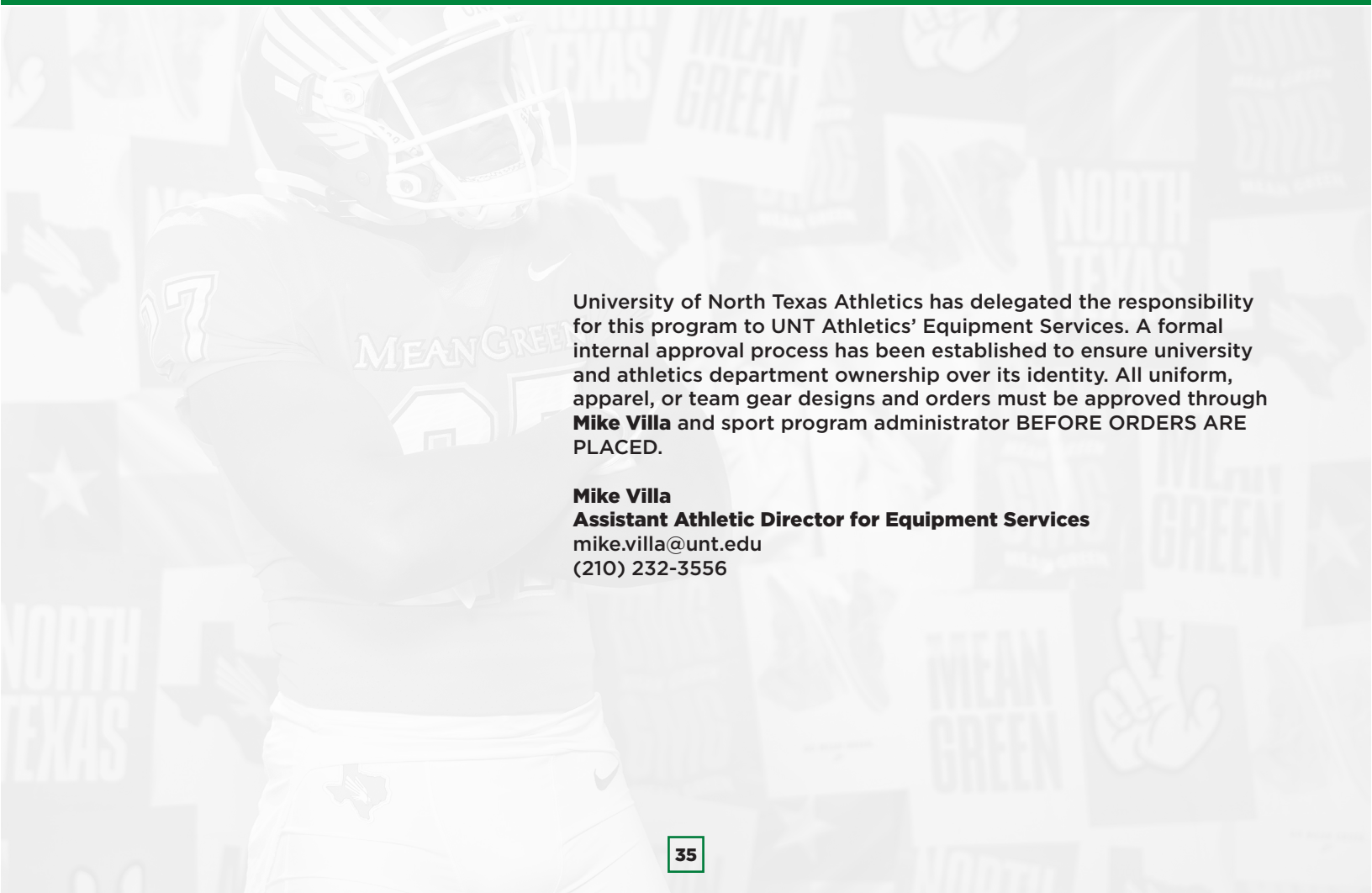
Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**

Bold Italic
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklm**nopqrstuvwxyz***

BOULDER

REGULAR
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

INTERNAL APPROVAL PROCESS



University of North Texas Athletics has delegated the responsibility for this program to UNT Athletics' Equipment Services. A formal internal approval process has been established to ensure university and athletics department ownership over its identity. All uniform, apparel, or team gear designs and orders must be approved through **Mike Villa** and sport program administrator BEFORE ORDERS ARE PLACED.

Mike Villa
Assistant Athletic Director for Equipment Services
mike.villa@unt.edu
(210) 232-3556

TRADEMARKS & LICENSING PROGRAM



As UNT's contracted partner, Affinity, licenses elements of our trademarked brand identities — UNT, University of North Texas, Mean Green, North Texas (in our proprietary font), our diving eagle design and others. Vendors seeking to use any university-owned identity elements must be licensed by Affinity.

The University North Texas System and the University of North Texas are the owners of all of their trademarks, service marks, trade names, slogans, graphic images and photography and they may not be used without permission. The university has a legal right to protect its trademarks, service marks, brand names, indicia and other properties from unauthorized use. Usage is restricted to the university and licensees, sponsors and business partners of the university who have been contractually granted permission. To protect against confusion and dilution, the university does not permit private businesses to use university trademarks for their business name except for affiliated entities. If necessary, the university will take legal action to protect these rights.

If you have any questions regarding UNT Athletics' licensing program, or brand approval, please contact **Ryan Peck** (ryan.peck@unt.edu) or **Jamie Adams** (jamie.adams@unt.edu). For questions regarding purchasing, please contact **Sarah Munoz** (sarah@affinitylicensing.com).

